

Diallo Sumbry is the President and CEO of The Adinkra Group, an African cultural resource company that focuses on promoting cultural exchange, small business growth, investment, and supporting African repatriation for people across the African diaspora. With a background in the arts, administration, and education, Diallo is passionate about creating projects and opportunities that help people of African descent reconnect with their cultural and ancestral roots.

In December 2018, Diallo was named the US Ambassador for Tourism to Ghana, making him the first African American to hold this role. He played a major part in shaping the Year of Return campaign, which marked the 400th anniversary of the first enslaved Africans arriving in the United States. This campaign helped put Ghana on the map as a top destination for vacation and cultural tourism.

Over the last 10 years, Diallo has had a huge impact on Ghana's tourism sector. He's formed partnerships with organizations like the NAACP and Sigma Gamma Rho Sorority, Inc., as well as several educational and cultural institutions. His company's Birthright Journeys and Back2Africa initiatives have brought more than 1,000 people to Africa, with travelers ranging from toddlers to seniors.

In 2022, Diallo was enstooled as Nkosuohene (Chief of Development) in the town of Nyame Bekyere in Ghana's Akuapem region, recognizing his contributions to the community. He led the creation and funding of the Nyame Bekyere Community Center, a three-story facility with a library, STEM lab, and event space. The Center is self-sustaining, run by the community, and provides local residents with training, jobs, and an income stream through event rentals.


Diallo is also the Director of Partnerships at AfricanAncestry.com, the largest DNA testing company for people of African descent. He created the African Ancestry Family Reunions program, which has reconnected hundreds of people with their roots in Ghana, Nigeria, Cameroon, Senegal, and Sierra Leone. His work was key in securing Sierra Leone's legislation that offers citizenship to individuals with ancestral ties to the country through the African Ancestry DNA testing process.


Currently in his second term as President of the African American Association of Ghana (AAAG), Diallo helps diasporans integrate into Ghanaian society. In 2024, he has led efforts to assist those seeking Ghanaian citizenship - serving as a liaison between AAAG, the Ghanaian Diaspora Affairs Office of the President, and the Ministry of Interior.

Diallo's knack for forming impactful partnerships has also led to his involvement in InvestAfrica54's Journey to 1000 Rooms initiative, which aims to create 1,000 sleeping quarters across West Africa through hotels and fractional ownership. He co-manages Chateau Nana Willine, a 12-room luxury boutique hotel in Accra, and is currently completing a second boutique hotel in Nyame Bekyere - focused on health and holistic well-being.

Originally from Trenton, NJ, Diallo holds a Master's degree in Public Administration from the University of the District of Columbia. Although much of his work is centered in West Africa, he maintains a second home base in Washington, DC, where The Adinkra Group is headquartered. He also oversees the Adinkra Cultural Arts Studios in Mt. Rainier, MD, a 3,500-square-foot facility offering classes, workshops, and events centered on the arts of the African diaspora. His team also manages Farafina Kan, a West African drum and dance ensemble.

Diallo has been married for almost 30 years, is a father of two, and a proud grandfather of one.

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